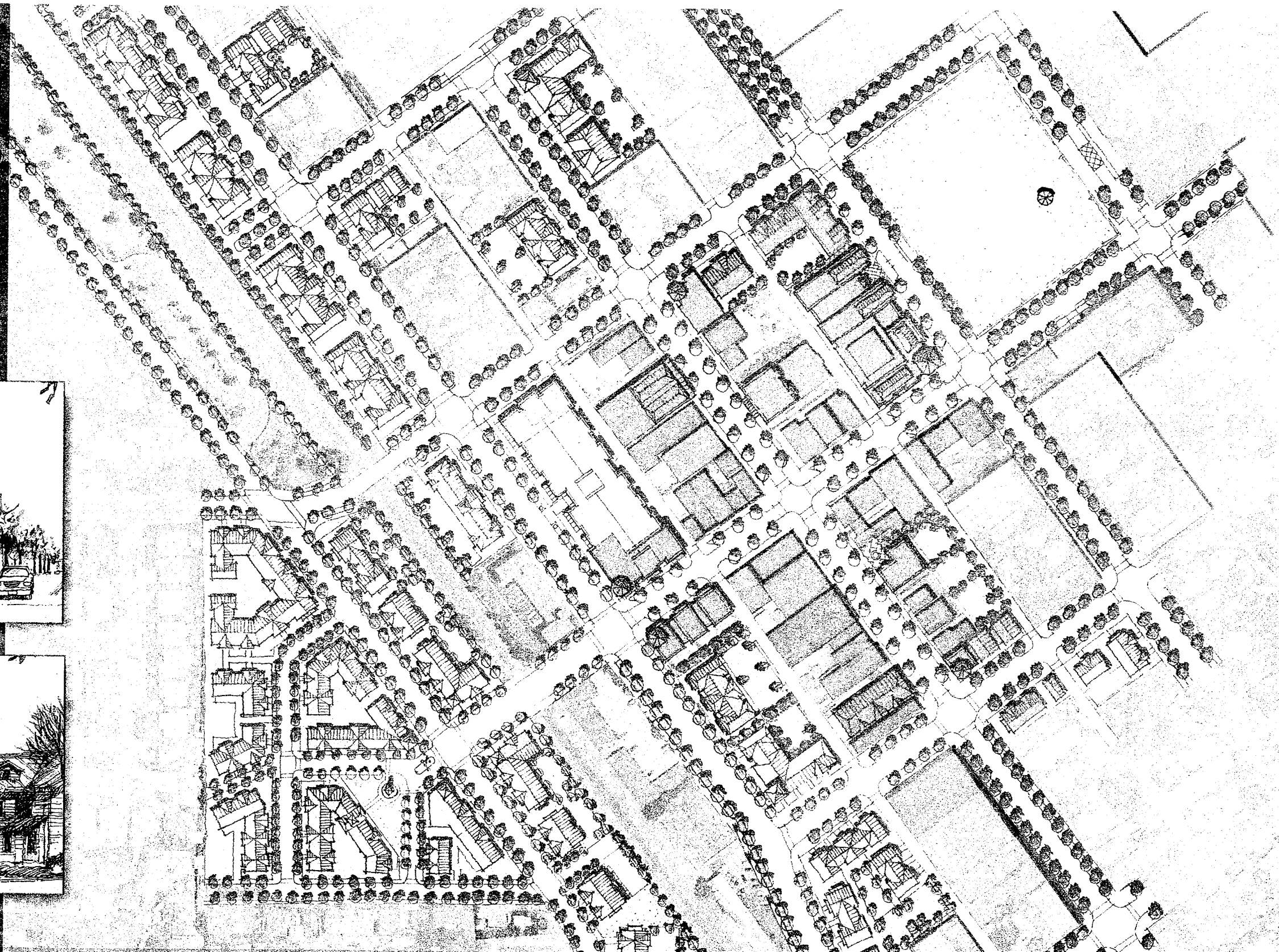
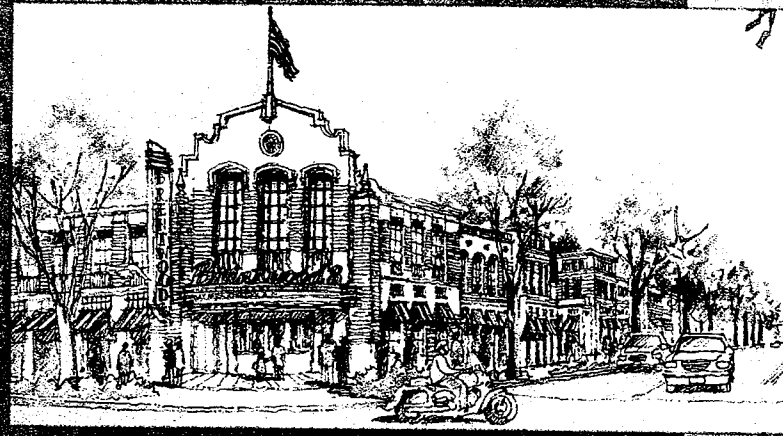


COMMUNITY INTENT - DEVELOPMENT REGULATIONS - CITY ACTIONS



**DOWNTOWN SPECIFIC PLAN**

CITY OF BRENTWOOD, CALIFORNIA

### **The Vision: "A Day in the Life of the Future Downtown Brentwood"**

*Along the main shopping streets - Oak Street, between Brentwood Boulevard and Second Street, and First Street, between Chestnut and Maple Streets, Downtown is abuzz with activity from the moment the first shopkeepers arrive to open for business. Quickly, the sidewalks are bustling with employees coming to work, city officials and employees heading to the Civic Center, and seniors converging on the Community Center for early morning classes. Walking down Oak Street towards Brentwood Boulevard, Downtown residents grab a cappuccino and the local paper before heading off to work or catch the commuter rail at the Transit Station. Running in the opposite direction, school children are hustling to get to school before the bell.*

*During the day, Downtown streets are full of business, civic and cultural activity. The City's residents can be seen patronizing a variety of personal and business services including salons and copy shops, architects, accountants, and attorneys. Unique retail shops, galleries and cafés are brimming with business, as many local and area residents take advantage of Downtown's charming physical environment. During the lunch hour, many shops and cafés spill out onto the shaded sidewalks and into paseos and plazas. Sidewalk menu boards describe the day's specials, and tables and chairs arranged on the sidewalk invite shoppers to sit down for a bite to eat. Some folks choose to hold their meetings at a local restaurant. Art studios are hosting gallery exhibits and openings, while dance and theatrical performers are rehearsing in the Community Playhouse in preparation for opening night. Above the ground floor shops, residents visit day spas and physical therapists, or attend midday classes at dance and yoga studios. In City Park, parents sit and chat as young children have fun in and around the playground and chase each other around the trunks of massive old trees or head to the Library for story time, while seniors can be seen reading the paper and playing cards in the shade.*

*At the end of the working day, street life within the Downtown Core feels akin to intermission during a theater performance. Shopkeepers can be seen moving outdoor display signs and wares off of the sidewalk and back indoors and sweeping up in front of their store; employees stop by the bank or the Post Office to tend to last-minute business before walking towards the transit center, or to retrieve their cars from nearby parking lots. Activity around the Civic Center reaches a calm frenzy, with many students and parents returning books to the Library and daytime social events at the Community Center come to an end. Some folks walk up to the Civic Center to pick up their kids from their 'after-school' activities, then grab a snack and sit in City Park to enjoy the last moments of daylight, the long rays of the sun illuminating the façade of City Hall. On all streets, residents of Downtown can be seen returning home after the workday. Along Oak Street they stop by a local gourmet shop or bakery to pick up something to have with dinner, and then turn onto First Street to pick up their dry cleaning before heading home.*

*After the sun sets and the air cools, Downtown is again transformed into the gathering place for meals, entertainment and cultural activities. The sidewalks are beautifully lit with the warm glow of street and tree lights. The steady hum of social chatter can be heard at many of the busy restaurants and faint melodies of jazz standards emanate from within a local brew pub. Friends and families large and small cue in front of the Brentwood Theater to catch an evening showing of a first run film or carry blankets out to City Park for a free musical concert under the stars. Performers and attendees gather in anticipation of the night's performance in the Community Playhouse. Throughout the Downtown Core, families and couples stroll in the evening air taking in the sights and sounds of the community's most cherished environment. Ice cream shops, bookstores, and some art galleries stay open late to welcome the community into their doors.*





City of Brentwood, California

# **DOWNTOWN SPECIFIC PLAN**

A d o p t e d N o v e m b e r 1 6 , 2 0 0 5

Prepared for the City of Brentwood

By Freedman Tung & Bottomley  
In Collaboration with Gruen Gruen + Associates

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## i.1. APPLICABILITY

i.1.1. - The Downtown Specific Plan is established to coordinate public and private investment in the City's Downtown District to fulfill the community's intention for the Downtown to remain the heart of the Brentwood community as the City goes through a period of explosive growth and change. It is both a policy document and an implementation tool, in that it contains both a strategy to manage growth and a regulatory policy to guide and govern future development within the Plan area.

i.1.2. - Under the legal authorization established in Article 8 of the State of California Government Code (Section 65450-65457), this Downtown Specific Plan establishes the primary means of regulating land use and development within the Specific Plan Study Area (see below). It also establishes the primary means of planning City actions and investments in support of the growth of the Downtown District.

i.1.3 - The Plan represents the detailed implementation of the broad policy directions contained within the City of Brentwood General Plan for the Specific Plan study area. The regulatory provisions contained within the Plan replace land use and development regulations previously contained within the City of Brentwood Zoning Ordinance. In the instance of conflicting regulations with other municipal planning documents containing policies for land use and development in the Downtown Specific Plan Area, this document shall apply. For land use and development regulations not addressed in this Specific Plan, the relevant sections of the Brentwood Municipal Code shall apply. This document does not replace or augment regulations pertaining to issues of building safety codes. All applications for new construction, substantial modifications to existing buildings, and for changes in land use, shall be reviewed for conformance with the policies contained in this Downtown Specific Plan.

i.1.4 - The General Plan will be amended concurrently with the adoption of the Downtown Specific to ensure the Specific Plan is consistent with the City's 2001 General Plan Goal 3: Economic Vitality, Policy 3.1 Downtown Focus to maintain the Downtown as the community's dominant commercial, civic and cultural center through the following:

### Action Program

3.1.1. High Activity Uses: Retain and encourage an intensification of retail, office and entertainment uses in the Downtown. Direct the City's office, civic, and cultural uses to locate Downtown and emphasize the integration of these high activity uses.

3.1.2. Specific Planning Area: Designate Downtown as a Specific Planning Area to strengthen the downtown as a destination point, provide special planning attention to the city core and ensure that development occurs according to design guidelines and land use standards.

3.1.3. Urban Design Framework: Create an urban design framework to strengthen the physical form of Brentwood's Downtown.

3.1.4. Destination Point: Promote Downtown Brentwood as a destination point for City residents and visitors to the City.

3.1.5. Streetscape, Landscaping and Design: Create streetscape, landscaping and

design standards that will help enhance the character and create a sense of identity for the Downtown.

3.1.7. Redevelopment Plan: Implement the Redevelopment Plan in order to achieve its revitalization objectives for the Downtown.

## i.2. THE DOWNTOWN SPECIFIC PLAN AREA

The City of Brentwood Downtown Specific Plan Area consists of approximately 205 acres within the City's historic center, which began near the intersection of Oak Street and the Union Pacific Railway. In general, the Study Area includes all of Downtown Brentwood - defined loosely as the area bound by Brentwood Boulevard to the north and Fir Street to the south, having its eastern edge defined by parcels having frontage along Third Street as well as the entire Public Facilities (PF) area, and its western edge defined by parcels having frontage along Walnut Boulevard. For a more precise definition of the Specific Plan Area, please see the accompanying "Downtown Specific Plan Area" map. Finally, the entire Downtown Specific Plan Area falls within a City of Brentwood Redevelopment Plan Area. A map of the Redevelopment Plan Area boundaries is included within the Plan's Appendix.

## i.3. DOCUMENT ORGANIZATION

The Downtown Specific Plan evolved through a community planning process. It has progressed from a broad community vision for directing future growth to specific strategies and detailed policies for enabling that growth. The organization of the Plan reflects the progression of the planning process that produced it, moving from an explanation of the wide-ranging goals of the Plan to the explicit policies and guidelines that implement those goals. The Downtown Specific Plan is organized into three sections with each section containing information and direction pertaining to one of the three fundamental purposes of the Plan as follows:

### Book 1 - Community Intent

This section describes the purpose, context and vision the community has put in place as well as the steps chosen to guide future growth and change in Brentwood's Downtown. It provides the basis for the policies and programs that follow in subsequent sections of the Plan. It begins with an analysis of existing conditions, describing the context of Brentwood's Downtown in terms of the prevailing physical, social, and economic conditions at the time of the Plan's drafting. Subsequently, a series of Plan goals and objectives are presented which form the basis for the ensuing revitalization strategies. Also included is the community's vision for the future of their Downtown, described in the overall context of growth. This section ends with the City's development strategy, a series of prioritized strategic actions, which detail the fundamental steps necessary to instigate the transformation of Downtown.

### Book 2 - Development Regulations

This section contains the regulatory framework of the Specific Plan. The policies within this section govern future private actions on parcels within the Specific Plan Area. Detailed standards and guidelines for private development direct

the siting, orientation, massing and frontage conditions for future buildings. Also included are regulations for open spaces and parking, as well as landscape and architectural design guidelines to direct new investment to conform to the community's preferences as regards the aesthetic quality and character of the evolving Downtown.

### Book 3 - City Actions

This section describes the actions that the City intends to take to support and complement the growth of Downtown. A variety of City actions will be necessary at different junctures as Downtown evolves and new development is added to the district. City actions include redevelopment and capital improvements that will 'set the stage' for the types of new development the community envisions. City Actions have the immediate impact of creating amenity in the city's center and have an added benefit of making visible the community's economic and political commitment to catalyzing the Plan's development strategies.



